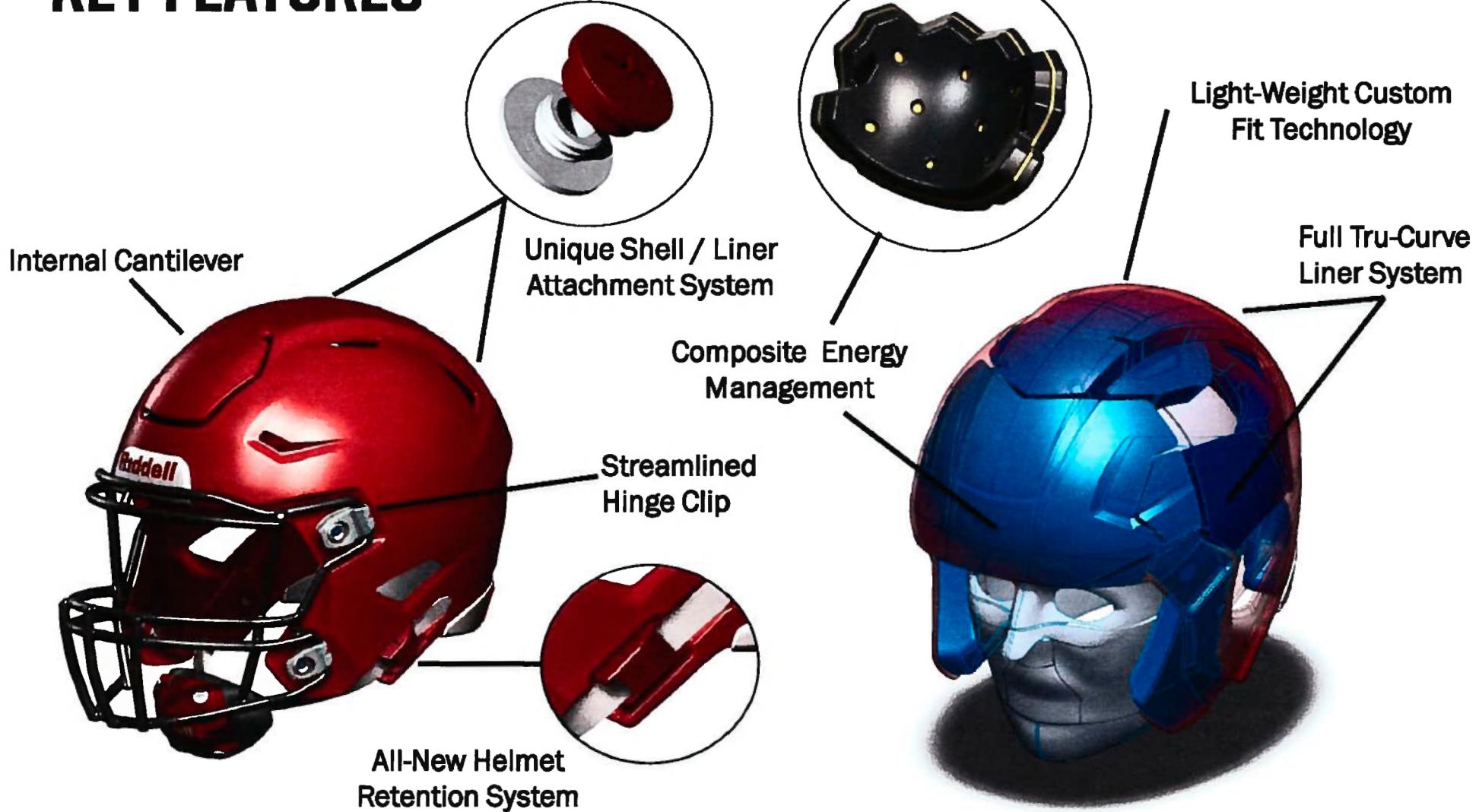


**Riddell**

## KEY FEATURES

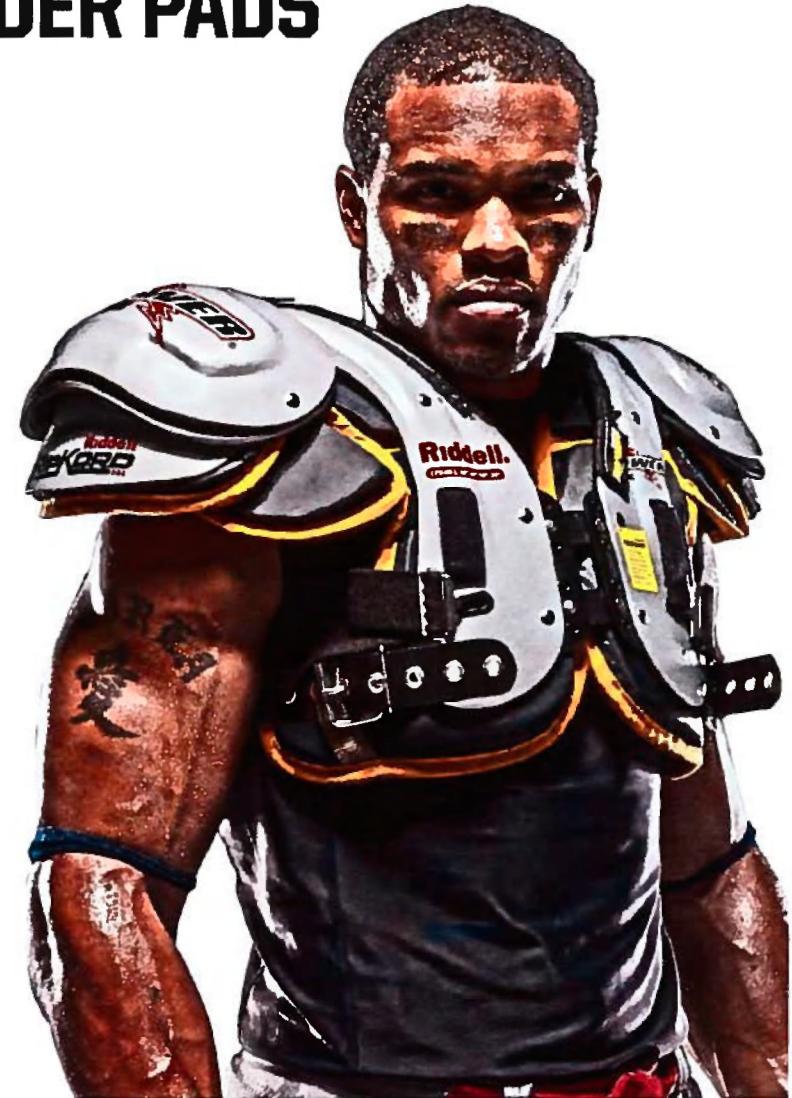


# BODY PROTECTION

**Riddell**

## **RIDDELL CUSTOM POWER SHOULDER PADS**

- Industry Innovation Leader
  - More Custom Power shoulder pads are found in NFL lockers than any other brand
  - Highly customizable products
  - Custom Pro Shop to fit every player's need
  - Lightweight, agile, increased mobility and advanced protection
- RipKord Technology
  - Integrated Shoulder Pad Release System
  - Commitment to player protection
  - Developed with and Demanded by Sports Medicine Community

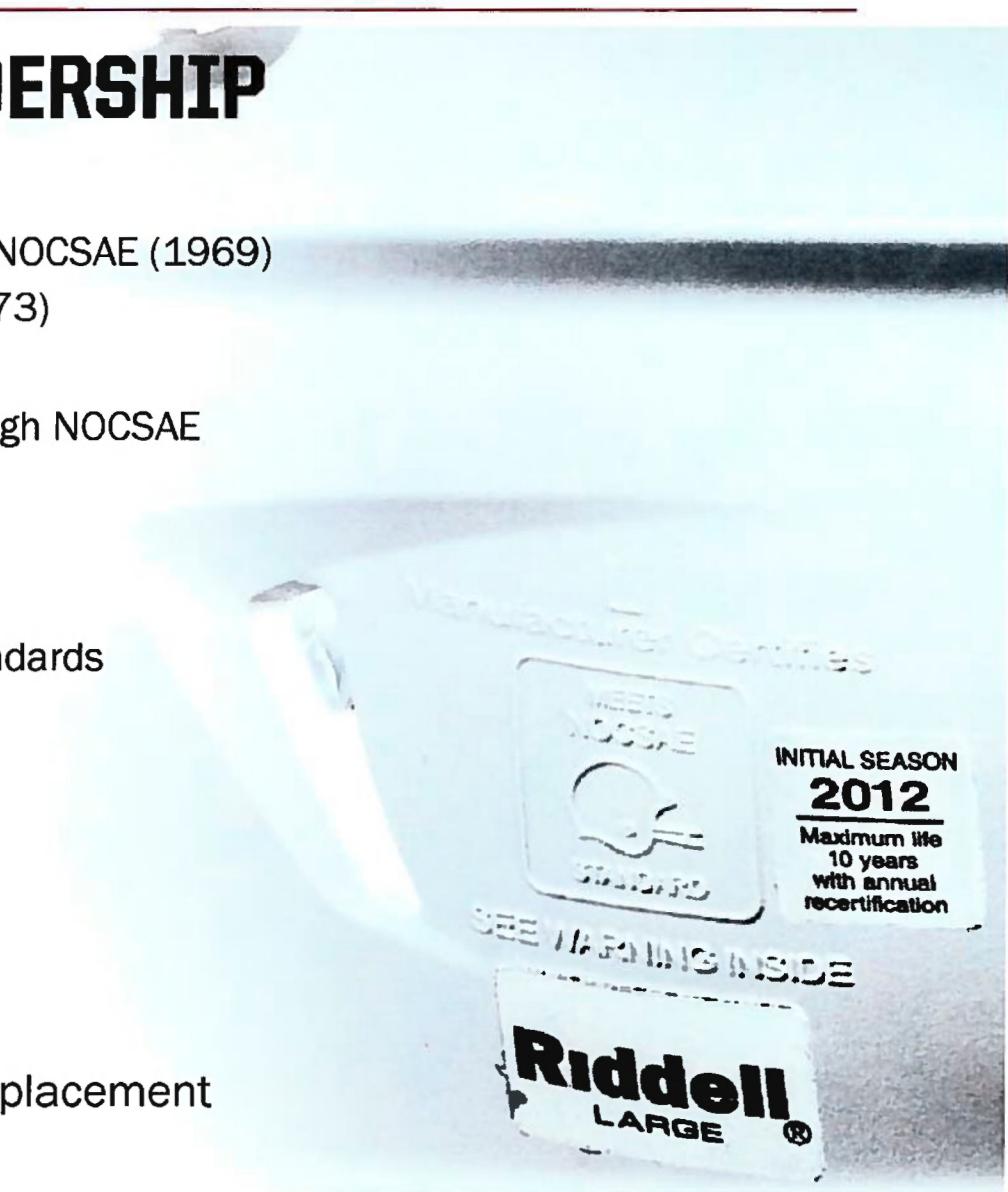


# INDUSTRY AND EDUCATION

**Riddell**

## RIDDELL'S INDUSTRY LEADERSHIP

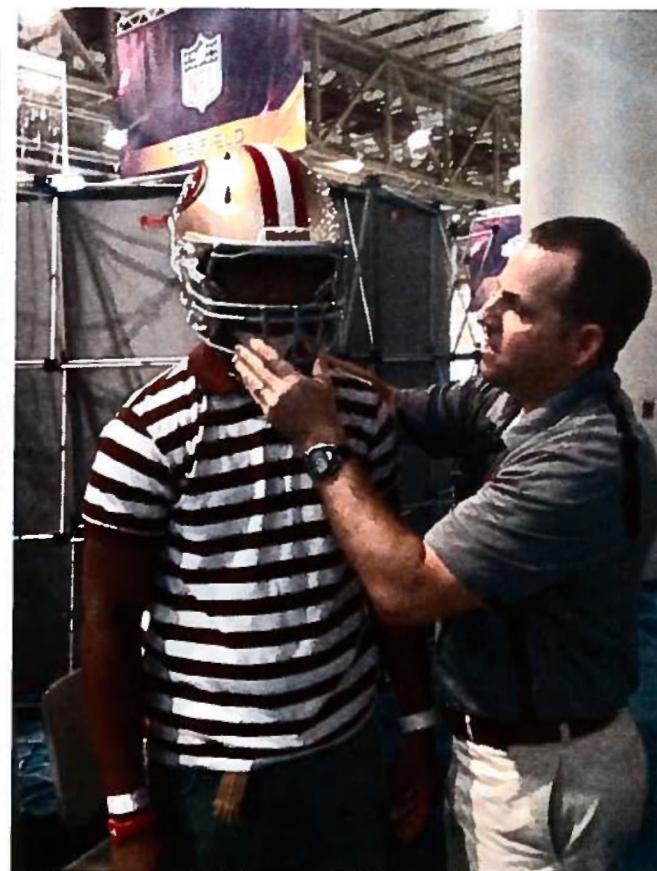
- Helmet Standards
  - Riddell instrumental in establishment of NOCSAE (1969)
  - First to meet standard (PAC-3 helmet, 1973)
- Communication
  - Led efforts to standardize warnings through NOCSAE
  - First with warnings on helmets (1982)
- Reconditioning + Recertification
  - Founding member of NAERA (1975)
  - Leader in establishing recertification standards
- Helmet Lifecycle + Technology Adoption
  - 10-year life policy
    - Riddell policy (1989)
    - Driving industry policy (2011)
  - Helmet date marketing
    - Clearly communicating helmet age
  - Concussion Awareness Hangtags
- Leading supporter for the NFL's helmet replacement and reconditioning initiative



INITIAL SEASON  
**2012**  
Maximum life  
10 years  
with annual  
recertification

**Riddell**

## GRASSROOTS EDUCATION = PARTICIPATION



**Riddell**

## RIDDELL'S GRASSROOTS REACH

- Resources
  - Direct Sales Force, Direct to Consumer capabilities (web/phone), Retail Relationship
- Provides multiple opportunities / touch points to drive key initiatives such as: Heads Up Football
- Depth + Coverage
  - Riddell Sales Force ~ 250 that touches
    - Players, Coaches, Equipment Managers, Parents
    - State Coaching Clinics / Forums / Glazier Clinics
- Direct to Consumer (Web/Phone/Customer Service)
  - Players, Parents, Others
- Retail
  - Players, Parents
  - Broader Public





EQUIPMENT MANAGERS ASSOCIATION

MAY 20, 2014

**Riddell**

**PROTECT AND PERFORM**